

## **Tourism EXPO Japan Business Meetings Privacy Policy**

### **Handling of personal information**

The Secretariat of Tourism EXPO Japan\* ("Secretariat" or, as appropriate, in the context, "we", "us" or "our") processes personal data as a "Data Controller" as defined in the General Data Protection Regulation (Regulation (EU) 2016/679) ("the GDPR").

\*Organizers : Japan Travel and Tourism Association / Japan Association of Travel Agents / Japan National Tourism Organization

Protecting your privacy is important to Secretariat we respect and value the relationship we have with you. Please take a moment to read the following policy which describes the personal data that you provide to us or we collect when you use this site. It also explains how we may use this information, with whom we may share it and how we use cookies.

### **Information you provide to us and how we use it**

Secretariat will process your personal data when you register and attend the Business Meetings. In order to properly handle the information that we obtained through the Business Meeting registration, in accordance with the personal information protection policy stipulated by the organizer, the Secretariat shall assign an Information Handling Manager to instruct and supervise the Secretariat staff that handle information of registrants of Tourism EXPO Japan Business Meetings. We will strive to prevent leaks and falsification of information, and acts of illegal intrusion.

The personal data which Secretariat processes about you will include personal details such as your name, contact details and email address. This is to assist us with managing and operating the Business Meetings.

Secretariat will also process personal data to facilitate Business Meeting Matching.

For Visitor Registration (Basic Profile Registration):

Company Information (Name, URL, Location, Postal Code, Address, TEL, FAX, association, Business type), Family Name, First Name, Title, Department, Position, E-mail, Emergency Contact Number, Business Outline, Date you are going to visit this event, Purpose of Visit, Category that you know this event first, attendance of the simultaneously held events, attendance of the business meetings.

The information you have registered will be used for the following purpose.

1. Procedures related to your participation in the Business Meetings, Forum, and Seminars
2. Posting on official printed materials (Official Guide Book etc.)
3. Displayed on the information browsing screen in the Business Matching System of the Business Meetings
4. Providing an announcement of events involving the organizers, as well as general industry information
5. Preparation of statistical materials

### **Sharing your Personal Information**

Secretariat does not sell or rent personal information about our website visitors. Under certain circumstances, we may share your personal information as described below. To manage and operate the Business Meetings, to respond to your inquiries, arrangements, to keep you informed about the Business Meetings, or to share knowledge about an issue within JR East Marketing & Communications, Inc., JTB Communication Design, Inc., JTB Corp., SokNet Planning LTD., bravesoft Inc., which supports arrangement to Tourism EXPO Japan Business Meetings, we may share information you provide through this website with one or more of our affiliates. We also share information provided by our website, or generated by your use of our website (or both), with service providers that have been retained to perform services on our behalf or on behalf of our affiliates.

In order to achieve the objective, the information you have registered will be provided to third parties in the following ways.

1. Printed materials, such as an official guidebook will be distributed to participants of the Business Meetings.
2. The information browsing screen in the Business Matching System will be released only for registrants of this system.
3. The list of persons applying for Forum and Seminars will be provided to organizer of Forum and Seminars which they apply for.
4. The information you have registered (Your name, Title, Company name, Department, Position, URL, Postal Code, Address, TEL, FAX, Preferred language, E-mail) will be provided to exhibitor who reads your QR code on your ID Pass or delivered e-mail when you have registered to TEJ on the day.
5. The list of persons responsible\* is only able to be viewed by registrants of the Business Meetings.

\*The list of persons responsible (Matching Members List)

- The list containing information, such as names and contacts of persons responsible, will be able to be viewed on this site by registrants of the Business Meetings
- Disclosure Period : Mid of June 2024 – End of December 2024 (TBD)

Secretariat reserves the right to change the purpose of use of personal information, provided that the new purpose of use is deemed to be sufficiently related to the original purpose of use. If the purpose of use is changed in any way, the organizer will notify the concerned parties directly and/or make details of the change(s) known via publicization on Secretariat's own website or by other means.

If you are a visitor from the European Economic Area ("EEA"), please note that some of our affiliates and service providers may be located in countries outside of the EEA that do not have data protection laws that are equivalent to those of your country. However, we take adequate measures to ensure that your personal information will at all times be protected in accordance with this Privacy Policy.

Your personal data will be stored and hosted in Japan, which The European Commission recognizes as providing adequate protection of personal data. Occasionally, we may be required by law enforcement or judicial authorities to disclose your personal information to the applicable law enforcement authorities. We will disclose your personal information if required by law, upon receipt of a court order or subpoena, to cooperate with a law enforcement investigation or if we otherwise believe disclosure is necessary to exercise, establish or defend our legal rights. We reserve the right to report to law enforcement authorities any activities that we, in good faith, believe to be unlawful.

Personal data will be processed while it is relevant for its particular purpose and subsequently for the period of time that prevailing legislation requires such personal data be held thereafter.

## **Voluntary provision of personal information**

You are free to provide, or not to provide, your personal information as you see fit. However, you may not be able to participate in the Business Meetings, Forum, Seminars, of Tourism EXPO Japan, if you choose not to provide the required information.

## **Automated decision-making**

Secretariat will not use your personal data to make automated decisions about you. “Automated decisions” are defined as decisions made without human intervention. You have the right to opt out of automated processing at any time and to require that decisions are assessed by a person.

## **Personal Information Disclosure, Updating, Etc.**

The requests made by registrants regarding inquiries on and corrections of their personal information will be answered only after the Secretariat confirms that the persons who sent the requests are registrants him/herself, by using the method stipulated by the Secretariat.

<Contact >

Information Handling Manager: Tourism EXPO Japan Promotion Office

Delegated Administrator: Tourism EXPO Japan Business Meeting Secretariat

TEL: 81(0)36737-9389

MAIL: [bizmtg@bsec.jp](mailto:bizmtg@bsec.jp)

## **Tourism EXPO Japan Privacy Policy**

### **Personal Information Protection Policy for Tourism EXPO Japan**

Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO) (hereinafter referred to as “the Exhibition Organizers”) shall acquire and use personal information according to the limits necessary for the smooth and safe operation of Tourism EXPO Japan and related event operations. The Exhibition Organizers recognize that strictly protecting the personal information entrusted to them in the course of performing those operations is their social responsibility. Recognizing this, the Exhibition Organizers shall strictly comply with laws and regulations, etc. relating to personal information. The Exhibition Organizers shall strive to protect personal information according to the privacy policy outlined below.

#### **1. Definition of Personal Information**

Personal information shall refer to information related to living individuals that applies to one of the following.

1. Information that can identify specific individuals according to the names, dates of birth or other descriptions, etc. contained in the said information (This shall include

information that can be easily compared with other information to identify specific individuals)

2. Information that contains a personal identification code

## **2. Acquisition of Personal Information**

The Exhibition Organizers shall acquire personal information by appropriate and fair means within the extent necessary for the purposes of use indicated in the next article.

## **3. Purposes of Using Personal Information**

1. The Exhibition Organizers shall use the personal information they acquire to the extent necessary to achieve the following objectives:
  1. To provide information and conduct surveys for participating in and preparing for the exhibitions, conferences, business meetings and other programs planned and implemented at Tourism EXPO Japan;
  2. To contact exhibitors and customers participating in Tourism EXPO Japan;
  3. To provide the various services implemented at Tourism EXPO Japan;
  4. To provide information about the business meetings, seminars, and other events related to tourism;
  5. To provide other information regarding tourism.
2. The Exhibition Organizers shall use the personal information they already possess only for the same purpose of use. When collecting personal information described in documents etc., the Exhibition Organizers shall specify the purpose of use of that each time.

## **4. Appropriate Management of Personal Information**

1. The Exhibition Organizers shall appoint a Personal Information Manager and shall clarify the roles of that position. The Personal Information Manager shall prepare an environment in which it is possible to conduct activities relating to personal information protection appropriately. It shall be possible to contact the Personal Information Manager via the inquiries counter given below.
2. The Exhibition Organizers shall always keep the personal information that they acquire in an accurate and up-to-date state. The Exhibition Organizers shall take reasonable safety measures, inject management resources that match the actual situation of business and continually improve the personal information security structure to prevent unauthorized access of the personal information database etc., and the loss, destruction, falsification or leakage of personal data. Moreover, the Exhibition Organizers shall promptly take corrective action if a leak or other incident occurs.

## **5. Provision of Personal Information to Third Parties**

The Exhibition Organizers shall not provide personal information to third parties without acquiring the consent of the customer in advance. However, this shall not apply in the cases listed below.

1. When required by laws/ordinances
2. When it is necessary to protect the life, body or property of a person, and when it is difficult to obtain the consent of the customer
3. When it is especially necessary to improve public health or to promote the sound development of children, and when it is difficult to obtain the consent of the customer
4. When it is necessary to cooperate in the performance of work stipulated in laws/ordinances by a national institution, local public organization or another body entrusted by such, and when there is a risk of hindering the performance of that work by obtaining the consent of the customer

## **6. Outsourcing of Personal Information Processing**

The Exhibition Organizers may outsource some of the operations related to the processing of personal information to provide even better services to customers. In this case, the Exhibition Organizers shall select outsourcers recognized as being those that appropriately handle personal information. The Exhibition Organizers shall then determine the matters necessary for the appropriate management and maintenance of confidentiality, etc. of personal information with the said outsourcers and then ensure the said outsourcers conduct appropriate management of personal information that is equal or greater than that of the Exhibition Organizers in a contract, etc.

## **7. Disclosure and Correction, etc. of Personal Information**

In the event a request has been received from a customer or his/her representative for the disclosure, revision, suspension of use, deletion or suspension of provision to third parties of the personal information possessed by the Exhibition Organizers, they shall comply with that request within a reasonable extent. However, this shall not apply in the event there is a risk that doing so will impair the life, body, property or other interests of the customer or a third party, in the event that doing so will considerably interfere with the performance of operations by the Exhibition Organizers, or in the event that doing so will violate other laws/ordinances. In the event it is not possible to comply with part or all of the said request, the Exhibition Organizers shall explain the reasons for that.

## **8. Other Precautions**

1. The handling of personal information and the information and services provided in the event transferring to a site operated by a third party from a link or a banner, etc. on this site is operated by rules independent from the Exhibition Organizers. Therefore, the Exhibition Organizers shall accept no responsibility for that.
2. The Exhibition Organizers shall strive to post information as accurate as possible in regards to the contents and information on this site. However, the contents and information may be incorrect or out-of-date. The Exhibition Organizers shall accept no responsibility for damages etc. suffered by customers from the contents posted on this site.
3. This site shall use cookies when using the Google Analytics access analysis tool from Google to collect traffic data for the purpose of obtaining statistics to improve the access situation and usefulness of this site. This traffic data shall be collected anonymously and shall not identify individuals.

## About Cookies

Cookies are small text files that can be used by websites to make a user's experience more efficient. The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission. This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages. You can at any time change or withdraw your consent from the Cookie Declaration on our website. Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy. Please state your consent ID and date when you contact us regarding your consent. Your consent applies to the following domains: [www2.t-expo.jp](http://www2.t-expo.jp), [www.t-expo.jp](http://www.t-expo.jp)

### Cookie declaration

#### • Necessary (10)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
AWSALB	<a href="http://www.t-expo.jp">www.t-expo.jp</a>	Registers which server-cluster is serving the visitor. This 6 日 is used in context with load balancing, in order to optimize user experience.		HTTP Cookie
AWSALBCORS	<a href="http://www.t-expo.jp">www.t-expo.jp</a>	Registers which server-cluster is serving the visitor. This 6 日 is used in context with load balancing, in order to optimize user experience.		HTTP Cookie
CookieConsent [x2]	<a href="#">Cookiebot</a>	Stores the user's cookie consent state for the current domain	1 年	HTTP Cookie
csrfToken	<a href="http://www2.t-expo.jp">www2.t-expo.jp</a>	Helps prevent Cross-Site Request Forgery (CSRF) attacks.	Session	HTTP Cookie
PHPSESSID	<a href="http://www2.t-expo.jp">www2.t-expo.jp</a>	Preserves user session state across page requests.	Session	HTTP Cookie

#### • Preference (1)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Provider	Purpose	Expiry	Type
CookieConsentBulkSetting-#	<a href="#">Cookiebot</a>	Enables cookie consent across multiple websites	Persistent	HTML Local Storage

#### • Statistic (4)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
_ga	<a href="#">Google</a>	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	399 日	HTTP Cookie
_ga_#	<a href="#">Google</a>	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	399 日	HTTP Cookie
_gat	<a href="#">Google</a>	Used by Google Analytics to throttle request rate	1 日	HTTP Cookie
_gid	<a href="#">Google</a>	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 日	HTTP Cookie

## • Marketing (21)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
_fbp	<a href="#">Meta Platforms, Inc.</a>	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 ヶ月	HTTP Cookie
ads/ga-audiences	<a href="#">Google</a>	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	Pixel Tracker
fr	<a href="#">Meta Platforms, Inc.</a>	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 ヶ月	HTTP Cookie

## 9. Compliance with Laws/Ordinances etc.

The Exhibition Organizers shall comply with the Act on the Protection of Personal Information and other laws/ordinances and regulations. In addition, the Exhibition Organizers shall ensure this policy complies with laws/ordinances and regulations and then handle personal information in line with the stipulated matters.

## 10. Changes to the Privacy Policy

The Exhibition Organizers shall strive to improve this policy and may change it as appropriate with notice in advance. The Exhibition Organizers shall publish the latest version of the privacy policy on this page.

Revised: September 1, 2024

Revised: April 1, 2022

Revised: July 1, 2018

Revised: June 1, 2017

Revised: March 21, 2014